



It's Right Here.

www.westonwi.gov

BRAND GUIDELINES

Updated February 25, 2015

Primary Brand Mark

Full-color positive

The full-color positive is the preferred usage of the logo and should be used whenever possible.

The logo is based upon the Marathon County brand, with Weston-specific color and detail for distinction.

Color palette

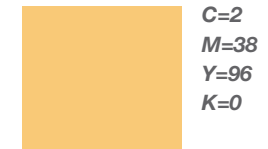
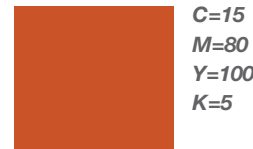
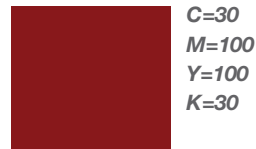
The primary color palette is drawn from the multiple colors of the primary logo, earthy shades of burgundy, orange, green and yellow.



It's Right Here.



wisconsin central time



Minimum Clear Space

What is it?

Minimum clear space determines the minimum amount of open space that should be left around the brand mark, whenever possible.

Why is it important?

Clear space is intended to ensure that other elements on the page don't distract from or interfere with the visual impact of the mark.

The minimum clear space is the height of the top green square.



It's Right Here.



It's Right Here.

Brand Mark Alternatives:

One-color positive

In cases such as fax sheets or newspapers that print solely 1-color, the entire brand mark should be 100% black.

One-color reverse

When placing the logo over a black or dark background, the one-color reverse (white) version is suitable.

One-color logo may print as light as 50% if appropriate



Brand Fonts

Primary: Alternate Gothic No 3

Alternate Gothic No 3 is the primary brand font for most applications. This includes but is not limited to titles, headers, and sidebar copy.

Secondary: Helvetica Neue

For longer copy, article text and pages of type that are more dense, Helvetical Neue may be used.

Optional Primary and Secondary: Arial Narrow and Arial

For instances where Alternate Gothic No. 3 and Helvetica Neue are not available, Arial Narrow Bold (Primary) and Arial (Secondary) can be used.

Titles & Headers:

Alternate Gothic LT No 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

Optional Brand Font (Primary):

Arial Narrow Bold (plus Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

Optional Brand Font (Secondary):

Arial Regular & Bold (plus italics)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

Longer Body Copy:

Helvetica Neue Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[]?

Co-Branded Advertising:

Standard Elements

Shown at right is a generic template for a co-branded ad insert for the Weston Direct packet.

The template features (top to bottom):

- Ample space in the top half for company-specific artwork and headline
- Three lines of copy as recognition/thank-you to the company for helping to cover production costs.
- Space for company-specific coupon or special offer.
- Standard placement of Weston logo, tagline and URL, plus contact info for sponsorship opportunities.

Artwork & Headline

ABC Co., now open at 1234 Address in Weston, is helping cover the production costs to make the WestonDirect packet successful!
Thank you to the staff at ABC Co. for your support!



It's Right Here.

www.westonwi.gov

TAKE 00% OFF YOUR NEXT PURCHASE.

EXP. 00/00

YOU CAN DO THIS TOO. CONTACT CRYSTAL FROM SUN PRINTING AT (715) 845-4924 OR THE VILLAGE OF WESTON AT 715-359-6114 TO FIND OUT HOW!

Co-Branded Advertising In Action:

Three co-brand ad insert examples

(The ad's shown are not real business's and were created for sample advertising purposes only).



In Weston, it's not which trail,
IT'S HOW YOU TRAVEL IT.

H & H Bike Shop, now open at 1234 Address in Weston, is helping cover production costs to make the WestonDirect packet successful.
Thank you H & H Bike Shop for your support!


It's Right Here.
www.westonwi.gov

SHOP LOCAL!
TAKE 00% OFF YOUR NEXT PURCHASE.


EXP: 00/00

YOU CAN DO THIS TOO. CONTACT CRYSTAL FROM SUN PRINTING AT (715) 843-4924 OR THE VILLAGE OF WESTON AT 715-359-6114 TO FIND OUT HOW!

H & H Bike Shop

Headline makes direct reference to Weston's many outdoor activities as a metaphor for a varied set of lifestyle opportunities that can be found here.



The right kind of morning,
RIGHT DOWN THE ROAD.

Sit n' Sip Coffee Shop, now open at 1234 Address in Weston, is helping cover production costs to make the WestonDirect packet successful.
Thank you Sit n' Sip Coffee Shop for your support!


It's Right Here.
www.westonwi.gov

NOW IN WESTON!
TAKE 00% OFF YOUR NEXT PURCHASE.


EXP: 00/00

YOU CAN DO THIS TOO. CONTACT CRYSTAL FROM SUN PRINTING AT (715) 843-4924 OR THE VILLAGE OF WESTON AT 715-359-6114 TO FIND OUT HOW!

Sit n' Sip

Headline references the close proximity of the businesses throughout Weston. What you need in just a step away.



Weston Subs
RIGHT HERE. RIGHT NOW.

Weston Subs, now open at 1234 Address in Weston, is helping cover the cost production costs to make the WestonDirect packet successful.
Thank you Weston Subs for your support!


It's Right Here.
www.westonwi.gov

NOW IN WESTON!
TAKE 00% OFF YOUR NEXT PURCHASE.


EXP: 00/00

YOU CAN DO THIS TOO. CONTACT CRYSTAL FROM SUN PRINTING AT (715) 843-4924 OR THE VILLAGE OF WESTON AT 715-359-6114 TO FIND OUT HOW!

Weston Subs

Headline and coupon make reference to the convenience of business's right here in Weston.

The Script

When you're in Weston, being part of something comes easy. It's not about fitting in, it's about finding what's here for you. Because once you've arrived there's a lot to choose from. And we wouldn't have it any other way.

Top ranked schools and state of the art hospital systems. Attractive neighborhoods with appealing tax rates and a diverse selection of recreational opportunities. Shopping centers and nightlife choices. All of these just scratch the surface of what you'll find here.

We're proud to be part of Wisconsin Central Time. It's that unique way we do things around here, how we go about our lives and most importantly, just enjoying where we live. Because if there's one thing we understand in Weston, it's time; whether that's "time well-spent", "me-time" or simply realizing that "it's about time".

Is it our young families? Or our proven principles? Whatever it may be, Weston is a place where it's not which trail you take, it's how you travel it. Then again, it could be that we're close enough to everything, but far enough away to live in the moment. We're always looking ahead trying to find a way to make things better, make things happen. That's why once you arrive in Weston, like the rest of us, you'll find yourself asking, "What's Next?"

So if it's finding a certain lifestyle or maybe that balance you've always been looking for, ***It's Right Here***. And we're sure that once you've stepped foot into Weston, you'll be proud to be part of it, too.

Why "It's Right Here"

Our tag line works on multiple levels. It speaks to the geographic location of Weston, but it also touches on the strength of what you will find once you arrive. By embracing this line we can both a) remind people of where we are and b) how we do things in a forward thinking fashion in Weston.

When it comes to integrating your brand into the Weston "It's Right Here" campaign, there are three basic rules one should adhere to:

1) Keep it simple; 2) Keep it "right"; 3) Keep it real.

1. BRAND VOICE: Headlines should be kept as short as possible, never to go beyond 20 words. Simple, pointed language in the body copy/text will communicate the message best. Remember, people's attention spans are shrinking by the day, so they get bored or distracted easily if they are expected to get through something they consider "long." Avoid puns at all costs. Your audience is smart and doesn't need puns to absorb your message. Using language that is clear, concise and to the point should do the trick.

2. "IT'S RIGHT HERE": Embrace the word "right" when appropriate in both headlines and body copy. The more material we create for the Village of Weston, the more recognizable the tag line "It's Right Here" will become. So, there is an opportunity for you to be recognized as part of the campaign, and therefore the bigger picture. Use "right" when it feels right, but don't overdo it. After all, the tag line will be down near the logo on every ad.

3. IMAGERY: Avoid stock photography at all costs. People are smart, and can tell when you've used stock photography, which, in turn, cheapens your message. Capturing the true essence of Weston and all it has to offer is the strength of this campaign.

Marathon County Branding

The Challenge and the Need

The Marathon County region did not have an identifiable brand and marketing program that allowed economic development leaders or communities to market to specific opportunities. In order for Marathon County and its municipalities to compete in the global economy and reposition themselves for the economic recovery and future growth, the brand and marketing program were vital for success.

By examining the community, consumers, and the competition, a marketing strategy was created to assert across all community assets. That was how the Strategic Brand Platform was uncovered.

Part of the implementation strategy was to have community organizations and municipalities incorporate the brand. The Wisconsin Central Time brand offers something for all communities within Marathon County. In addition to Marathon County government, several organizations have adopted the brand such as Wausau Region Chamber of Commerce, MCDEVCO, the **Village of Weston** and the City of Mosinee. These organizations have adopted this brand on varying levels with Weston taking the most initiative.

“Here we are — in the middle of everything that is best about Wisconsin. Time is always on our side because the people, experiences and places that comprise our lives are within easy reach. It’s what we call Living on Wisconsin Central Time. Moving easily from one place to another — home, work, school, lake, bike trails, downhill ski runs, theater, restaurant. Shifting easily from one mode to another — working, studying, living and playing. Leading lives that are balanced and full of opportunity that is just around the corner. The Village of Weston has maximized success in brand implementation by creating the tools needed to integrate the brand throughout their community. However, the way it is implemented in the Village of Weston will not be the same as the way it is put to work in other local communities. Nor should it be.

An umbrella brand, Wisconsin Central Time was created so it could easily be customized to meet the unique challenges of every Marathon County jurisdiction. On the flip side, the brand also offers the chance for all entities to come together to find common causes and priorities for brand implementation, which will only increase the chances to attract business, talent, and visitors to the region.

wisconsin central time

What is WestonDirect?

WestonDirect is a monthly mailed packet designed to communicate news, events and other information to the residents of the Village. The cornerstone of the monthly package is the Weston Newsletter, which provides residents with important updates from Village Hall and a calendar of upcoming events.

Newsletter Sections:

- Administrators Update
- “The Bulletin Board” of current village news
- Community News
- Local Events
- Your Property
- Your Money
- Your Safety

WestonDirect + Your Biz = Easy & Effective

WestonDirect also provides an opportunity for local businesses to communicate directly with residents. This is a great venue for local businesses to inform the public about their goods and services at reasonable advertising rates. Advertising opportunities are available to furnish a full-page brochure within the package, as well as, limited ad space both inside the newsletter and on the outside of the package.

Do you want to put your business in front of the 15,000 Village of Weston residents?

We make it easy. Simply provide us with your advertisement and we'll include it in the package. Are you looking for some help in putting together a quality advertisement to maximize the effectiveness of your message? The Village of Weston has created guidelines and some examples to work from. Our printing and design partners can provide you with as little or as much help as you need. You can even co-brand your business with the Village to emphasize that you're local.

What better way to promote your local business to local residents?

For more information on rates and availability, visit our website at www.westonwi.gov/WestonDirect or call us at 715-359-6114